



KNXV

ORDER

Print Date 07/19/12 Page 1 of 4

KNXV-TV PHOENIX

Flight Dates 07/24/12-07/30/12

Contract / Revision 304757 / Wil Cardon for Senate 2012

Original Date / Revision Agency Com 15%
07/19/12 07/19/12 Billing Contact

Advertiser Cardon / Republican / Senate
PO Box 288
Alexandria, VA 22313

Agency Media Placement Technology

Buying Contact Sales Office EWSDC
500 N Washington Street - Suite #31 Sales Region NAT
Alexandria, VA 22314 Agency Ref

<u>Order Sep</u>	00:10:00		
<u>Estimate #</u>	TV: 07240730 :30's		
<u>Alt Order #</u>			
<u>Billing Type</u>	Cash		
<u>Order Type</u>	GENERAL		
<u>Billing Cycle</u>	EOM/EOC		
<u>Billing Calendar</u>	BROADCAST		
<u>Demographic</u>	A25-54		
<u>Rev Codes</u>	POL	POL	CAND
<u>Product Codes</u>	PL		
<u>Priority</u>	P-6		
<u>Advertiser Ref</u>			

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	74	\$28,279.50	\$33,270.00	0.00	06/25/12	07/29/12	74	\$28,279.50	\$33,270.00
August 2012	16	\$6,846.75	\$8,055.00	0.00	07/30/12	07/30/12	16	\$6,846.75	\$8,055.00
Totals	90	\$35,126.25	\$41,325.00	0.00					

Billing Plan



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Contract / Revision 304757 Flight Dates 07/24/12-07/30/12

Hiatus Dates

Original Date / Revision 07/19/12 / 07/19/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
2	KNXV	07/24/12	07/30/12	M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
				M-F 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-2222--		8	\$225.00			0.00					
		Week: 07/30/12	08/05/12	2-----		2	\$225.00			0.00					
3	KNXV	07/24/12	07/30/12	M-F 7-9am	CM	7am-9am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-2222--		8	\$225.00			0.00					
		Week: 07/30/12	08/05/12	2-----		2	\$225.00			0.00					
4	KNXV	07/28/12	07/28/12	Sa 6-7am GMA	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
				Sa 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1	\$75.00			0.00					
5	KNXV	07/29/12	07/29/12	Su 6-7am GMA	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
				Su 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		1	\$75.00			0.00					
E 6	KNXV	07/24/12	07/30/12	M-F 9am-10am	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
				Sonoran Living											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--		4	\$100.00			0.00					
		Week: 07/30/12	08/05/12	1-----		1	\$100.00			0.00					
7	KNXV	07/24/12	07/30/12	M-F 11am-12pm	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
				ABC15 News at 11AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--		4	\$80.00			0.00					
		Week: 07/30/12	08/05/12	1-----		1	\$80.00			0.00					
8	KNXV	07/24/12	07/30/12	M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--		4	\$225.00			0.00					
		Week: 07/30/12	08/05/12	1-----		1	\$225.00			0.00					
9	KNXV	07/24/12	07/30/12	M-F 4pm-430pm	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--		4	\$200.00			0.00					
		Week: 07/30/12	08/05/12	1-----		1	\$200.00			0.00					
10	KNXV	07/24/12	07/30/12	M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--		4	\$450.00			0.00					
		Week: 07/30/12	08/05/12	1-----		1	\$450.00			0.00					
11	KNXV	07/24/12	07/30/12	M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--		4	\$450.00			0.00					
		Week: 07/30/12	08/05/12	1-----		1	\$450.00			0.00					
12	KNXV	07/28/12	07/28/12	Sa 6pm News	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				SA 6pm-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1	\$250.00			0.00					



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Contract / Revision 304757 Flight Dates 07/24/12-07/30/12

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
13	KNXV	07/29/12	07/29/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
				SU 5pm-530pm News												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-----S	1	\$250.00	0.00							
14	KNXV	07/24/12	07/30/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM		5	\$3,750.00
				M-F 630pm-7pm												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-1111--	4	\$750.00	0.00							
				Week: 07/30/12	08/05/12	1-----	1	\$750.00	0.00							
15	KNXV	07/28/12	07/28/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM		1	\$450.00
				SA 630pm-7pm												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-----S-	1	\$450.00	0.00							
16	KNXV	07/30/12	07/30/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM		1	\$3,500.00
				Castle												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/30/12	08/05/12	M-----	1	\$3,500.00	0.00							
17	KNXV	07/25/12	07/25/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-3	0.00	NM		1	\$2,000.00
				Final Witness												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	--W----	1	\$2,000.00	0.00							
18	KNXV	07/27/12	07/27/12	Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM		1	\$2,000.00
				Shark Tank												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	----F--	1	\$2,000.00	0.00							
E 19	KNXV	07/27/12	07/27/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM		1	\$2,000.00
				Friday 8-10pm												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	----F--	1	\$2,000.00	0.00							
E 20	KNXV	07/27/12	07/27/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM		1	\$3,000.00
				Friday 8-10pm												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	----F--	1	\$3,000.00	0.00							
21	KNXV	07/28/12	07/28/12	ABC Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$1,500.00	P-3	0.00	NM		1	\$1,500.00
				Saturday Prime												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-----S-	1	\$1,500.00	0.00							
22	KNXV	07/29/12	07/29/12	Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM		1	\$2,000.00
				AFHV												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-----S	1	\$2,000.00	0.00							
23	KNXV	07/24/12	07/30/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM		5	\$4,250.00
				10pm News												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-1111--	4	\$850.00	0.00							
				Week: 07/30/12	08/05/12	1-----	1	\$850.00	0.00							
24	KNXV	07/28/12	07/28/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM		1	\$450.00
				10pm News												
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
				Week: 07/23/12	07/29/12	-----S-	1	\$450.00	0.00							
25	KNXV	07/29/12	07/29/12		CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM		1	\$850.00



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**KNXV-TV
PHOENIX**Contract / Revision **304757** Flight Dates **07/24/12-07/30/12**Hiatus DatesOriginal Date / Revision **07/19/12/ 07/19/12**Order Sep **00:10:00**Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	<u>Totals</u>												
										Rate	Pri	Rtg	Type	Spots	Amount							
SU 10-1035pm 10pm News																						
Start Date <u>Week: 07/23/12</u> End Date <u>07/29/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$850.00</u> Rating <u>0.00</u>																						
26	KNXV	07/24/12	07/30/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00							
Nightline																						
Start Date <u>Week: 07/23/12</u> End Date <u>07/29/12</u> Weekdays <u>-1111--</u> Spots/Week <u>4</u> Rate <u>\$350.00</u> Rating <u>0.00</u>																						
Week: 07/30/12 End Date <u>08/05/12</u> Weekdays <u>1-----</u> Spots/Week <u>1</u> Rate <u>\$350.00</u> Rating <u>0.00</u>																						
27	KNXV	07/29/12	07/29/12	Su 4pm/430pm News	CM	4-430pm/430pm-5-----S		:30	1	\$150.00	P-3	0.00	NM	1	\$150.00							
Su 4pm/430pm News (4:00 PM-4:30 PM)																						
Start Date <u>Week: 07/23/12</u> End Date <u>07/29/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$150.00</u> Rating <u>0.00</u>																						
*Tax 1 Note: Tax 0.5%.										Totals												
										90 \$41,325.00												